

Design Hints For Memorial Craftsmen

September 1929, Vol. 6, No. 3

Published Monthly at St. Cloud, Minnesota
Dan B. Haslam, Editor and Publisher

This booklet, which begins on the next page,
is presented on the Stone Quarries and Beyond web site.

<http://quarriesandbeyond.org/>

Peggy B. Perazzo
Email: pbperazzo@comcast.net
February 2013

DESIGN HINTS *for* MEMORIAL CRAFTSMEN

IT PAYS

SEE That your work is
up to your standard.
You are judged by the
results you produce. Poor
work always calls attention
to a poor worker.

*Advertise Your Ability
by Good Work*

September, 1929

VOLUME 6

NUMBER 3

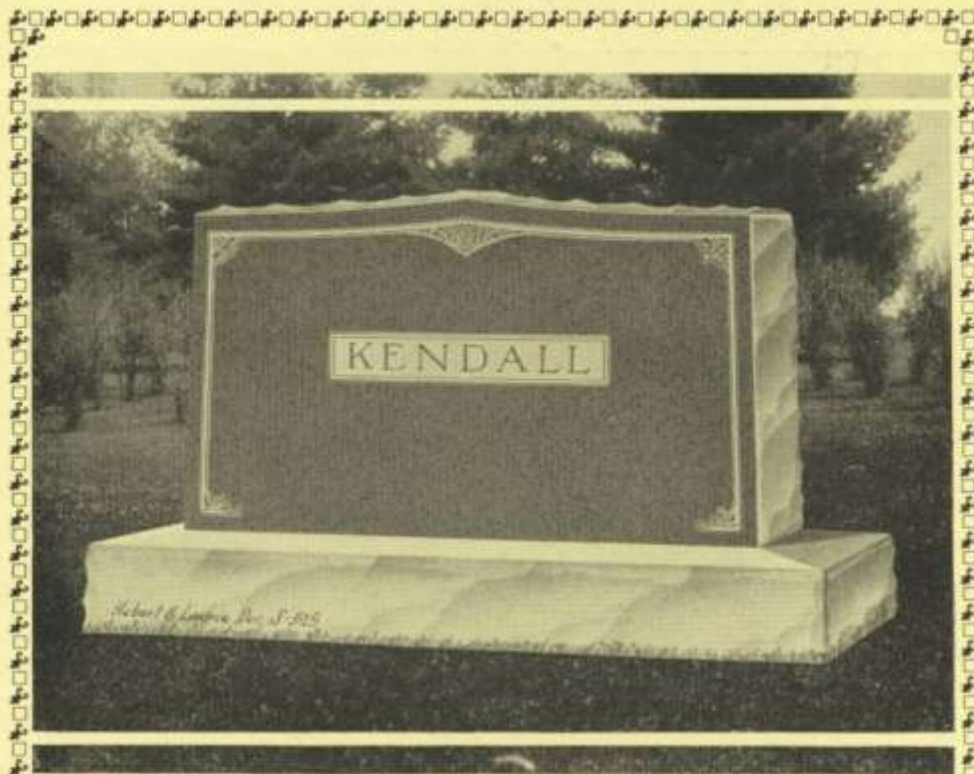
North Star ★ ★ ★

★ ★ ★ Indian Red

A high grade St. Cloud red granite that is inexpensive. . . . A colorful material that will incite the inquiries of your prospects.

Next time you have a call for a St. Cloud granite memorial we will be glad to have you show your prospect a sample of INDIAN RED.

North Star Granite Corporation
ST. CLOUD, MINNESOTA



Write for sizes and prices on Hebert & Ladrie Des. S-515

If We did *not* Know

—sandblast operation we wouldn't have so many of the retailers of the country on our records for this class of work, and our claim to be specialists in this work would be just another idle phrase.

But increasing legions know and use it, therefore our authority for the claim—We present here another design which adapts itself to skilled sandblast treatment and we recommend it to our friends.

Hebert & Ladrie
Barre, Vermont



Say you saw it in DESIGN HINTS



Practical Designs For
Particular People.

They're Never The Same--

—our designs. Our own artists are striving every day of the year to give to the trade new thought, new conception in memorials.

This is, of course, with the well known policy of reasonable conservatism characteristic of the Johnson & Gustafson organization.

Craftsmen, too, are benefiting through this design service. Those who have tried it always have had a first class opinion of Johnson & Gustafson craftsmanship.

Johnson & Gustafson

BARRE, VERMONT

EASTERN REPRESENTATIVES

Mr. Gust. Martenson
Mr. C. A. Arnold
Mr. C. D. Bishop

WESTERN REPRESENTATIVES

Mr. H. H. Abraham
Mr. John Haley
Mr. John L. Marsh

SOUTHERN REPRESENTATIVE

Alex. Duncan

Say you saw it in DESIGN HINTS



The Trend of Pyramid Is Upward

Pyramid
Red
Pyramid
Gray
Pyramid
Crystal Gray
The High-
Quality
Granites

This applies to the satisfaction which Pyramid memorials have been giving; to the increased prestige of Pyramid Granites and to the very gratifying sales increases in Pyramid business during the past years.

We have the kind and color of granite and the workmanship that will make your show room look its best.

*Direct your inquiries for Crystal Gray to
Mr. Stanley A. Dodd, Zanesville, Ohio; or to our office.*

Pyramid Granite Works
Incorporated
St. Cloud, Minnesota

Say you saw it in DESIGN HINTS.



Liberty

Designs

Are Winners!

"For men may come, and men may go
But I go on forever."

—Tennyson.

The lines of the immortal English poet, from the song of the brook, fittingly describe the permanence of Liberty memorials. But permanence is only one of the characteristics of Liberty memorials. The charm of their original design, the beauty of their masterful craftsmanship, gives them a distinction which often proves a strong sales accelerator. Ask for our sizes and prices on the Traynor design, one of our new and exclusive creations. Liberty memorials will help you solve your sales problems.

Light and Dark Barre, Liberty Standard Red,
Liberty Gray, Liberty Red, Belview Mahogany
Oglesby Blue.

LIBERTY GRANITE CO., Inc.
ST. CLOUD, MINNESOTA

Say you saw it in DESIGN HINTS



DESIGN HINTS

FOR MEMORIAL CRAFTSMEN

Published Monthly at St. Cloud, Minnesota

DAN. B. HASLAM, Editor and Publisher

Don't Miss A Copy.

New and timely features are being added to Design Hints from month to month. In an honest effort to be of definite service to the trade and carry out our purpose of service to the craft in general we have been looking around for new features which will be of assistance to those who have been contending with problems that have been vexing the industry.

We are happy to announce a new series of features which are to start next month and also to advise our readers that some of the articles already appearing which have been of widespread interest will continue to run.

Those very popular articles on proportion that have been published under the name of John Cargill each month will continue.

We are starting a new series of articles next month on the much discussed New Orleans tomb. This, we think, is a very convincing answer to the community mausoleum menace which has been a source of much irritation to the craftsmen of the country. The New Orleans

tomb is erected at a selling price of \$900 and up. Granite may be used at this figure and it should be a great boost to the industry. These articles are written and illustrated by Leonard V. and Albert R. Huber who have attained a nationwide reputation through their designs of the New Orleans tomb. Watch for the beginning of these articles next month.

Another feature of Design Hints which has been popular with the trade is the series which have been appearing each month on advertising. These are from the pen of Harvey R. Kruse and we have had considerable comment on them. We are pleased to announce that these will continue regularly in our paper.

These and other features are being added from month to month and we want to urge all our readers to be sure that their names and addresses appear properly on our mailing list so that they will be sure not to miss a single copy. If you have been missing any copies in the past advise us and if the address or name appears to be incorrect we will see to it that it is changed.

Sales Letters And A Sales Plan To Help You Secure Business

By Harvey R. Kruse

The easiest and the least expensive means of advertising is the Sales Letter.

No matter how small your firm is or how little money you may have available for advertising purposes, you can conduct an advertising campaign—and an effective one too!—if you have a few sheets of stationery and a typewriter or pen and ink to convert them into sales letters.

Many a business has drifted along in a rut for years, afraid of its own shadow and scared to death to make a move in the direction of advertising because of "the cost it might involve". And yet there was always available the sales-making ability of good letters; stationery to cost no more than a new Stetson, stamps at the price of a good meal, and no more time required than the average man wastes each week in gossip about the office.

The chief value of Sales Letters lies in the fact that they are *selective*. You can choose your audience yourself and you can tell them your message with conviction and without fear of competition from other advertising,—for when they are reading your letter there are no competing advertisements near at hand to tempt their mind away from your message.

Furthermore by being alert and compiling a mailing list with care, you can send your message to those who are often times 100% prospects. By this we mean to

families who are intimately concerned with the problem of choosing a memorial because of the recent death of a member or relative.

Every wide-awake Memorial Dealer will study his home town paper carefully and take note of all deaths so that the new family can be added to his mailing list. He will go even farther by subscribing to papers of some of the nearest small towns and watch obituary notices there also. Most small town newspapers have such a ridiculously low subscription rate that the cost does not amount to anything and often business can be attracted from many miles away—even from other towns.

In addition the wide-awake dealer will keep a close record of all his mailings. If you don't care to buy a card file system, you can make your own out of trimmed cards and an old cigar box! The principal thing is to see that the letters are of the right sort and are mailed systematically at correct intervals.

In this article we will suggest a system for a fairly complete mail campaign and produce copy for the first two letters of a series which any Memorial Dealer can send out under his own name. In addition we offer a suggestion for a letter somewhat more elaborate which can be used singly (if you choose to do so) or as a supplement for the regular campaign to add strength and punch. In next month's article we shall add more letters to fit into this



Plate I

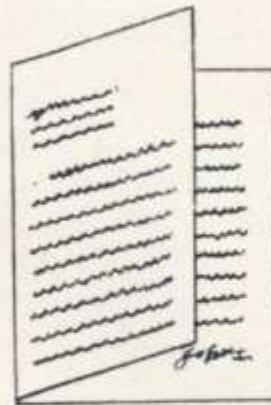


Plate II

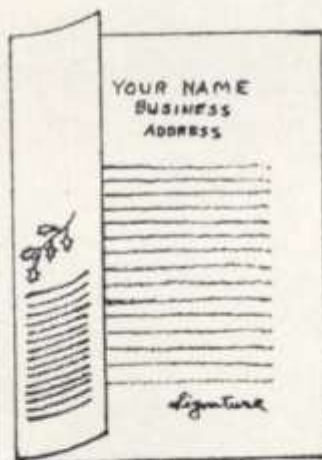


Plate III



Plate IV

campaign until a total of eight has been designed to extend over 12 month's time.

Mailing dates of any well planned mail campaign are concentrated somewhat at the beginning of the campaign and scattered out considerably at the close. Concentration at the beginning

is done because this is the best sales period. Lengthening out at the close is done in order to make allowance for any financial embarrassment which may have forced postponement of buying for as much as a year or two.

(Please turn to page 10)

Diagonals And Rectangles

By John Cargill, Designer
Chas. G. Blake & Co., Chicago.

Editors' Note:

The correct proportioning of Celtic crosses has always been considered a most difficult task for the designer of memorials so this article should prove of great benefit to the student as well as the more experienced designer and we are indeed very fortunate in securing it for our readers. The method explained and illustrated by Mr. Cargill is comprehensible and we believe the first time anything has ever been published on this most important subject. We consider Mr. Cargill the best authority on designs of this character in the country today and we are very grateful to him for his generous interest in our work and for his willingness to give our readers the benefit of his knowledge and ability.

The Celtic crosses, at least the larger ones, were not drawn intuitively for there were rules and schemes of proportion to guide the work and one of the simplest ways to proportion a cross was by the use of similar figures.

A circle is always a circle regardless of the length of its diameter and rectangles that have the same diagonal alike in all except size, Fig. 5, are called similar figures and similar figures have influenced architectural design.

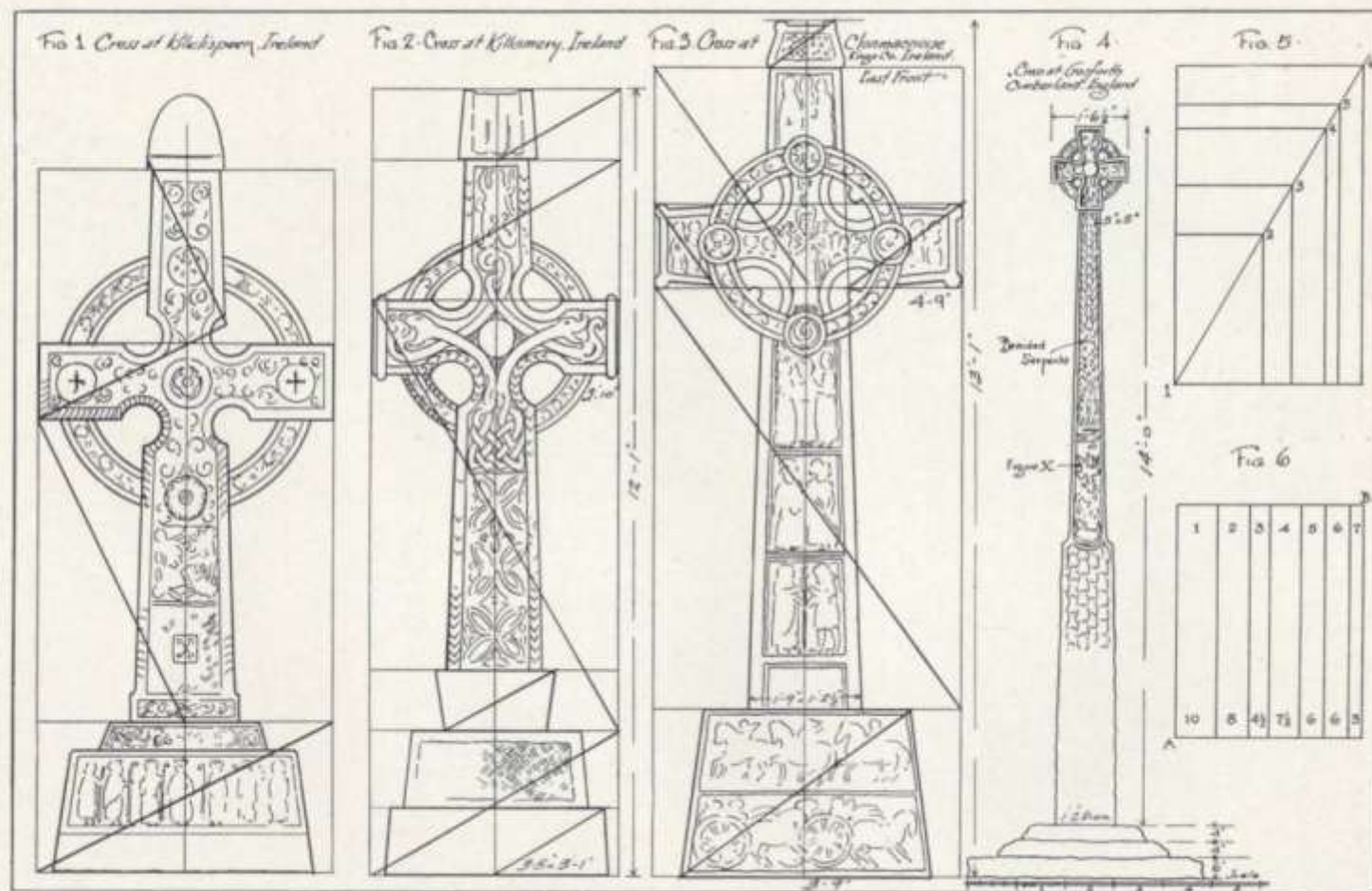
On the cross elevations, Figs 1, 2, and 3, the heavy diagonal lines which are either parallel or at right angles to each other belong to similar figures.

The Celtic crosses as well as the Greek vase agree with the system of Dynamic Symmetry rediscovered by the genius of Prof. Hambidge. But there were other systems and the Irish had them all including the musical intervals. Take the stretched string for

example. Everyone knows that the shorter the string the higher the pitch and each note requires its appropriate length and the differences between the various lengths are called intervals. If the full string measures 90 (inches, quarters or halves) then the intervals of the Diatonic scale would be 10, 8, $4\frac{1}{2}$, $7\frac{1}{2}$, 6, 6 and 3, and these sizes have been used in the construction of rectangles, Fig. 6. These rectangles have been used in cross design especially to give the ratio of width to height of the shaft. To be sure there were exceptions several shafts have a height of $5\frac{1}{2}$ to 6 times the width at bed and in a general way these ratios agree with the Doric column and the figure of Man.

The third interval, or rectangle, reaches the limit for vertical effect among the free standing crosses of Great Britain and Ireland. The graceful towering lines of one of these is shown in Fig. 4. This cross was erected at Gosforth, Cumberland, in the north of England. It is of sandstone and probably carved by Scandinavian sculptors, who believed in putting new wine into old bottles as the figures on the sides of shaft represent Pagan characters from the old Norse mythology. (This cross is mentioned in the "Britannica" under the head of Sculpture.)

The inverted horse and rider (Fig. X in Fig. 4) brings to mind an old Greek story so ably related by Murray in one of his works. "Diogones, next to Alex-



Diagonals And Rectangles

(Continued from page 8)

ander the most famous man in Greece, when death was approaching, was asked as to his burial and replied, "Bury me face downward for every thing will soon be the other side up."

Two systems of proportion "Dynamic Symmetry" and the "Musical Intervals" have been mentioned here. There is no quarrel between them, they are both ancient and good, however, the intervals in about 25 ft. will gain about $\frac{1}{2}$ inch over Dynamic Symmetry but this difference is not worth mentioning in our business.

The crosses, Figs. 1, 2, 3 and 4, were traced from plates in Brindley and Weatherley's "Ancient Sepulchral Monuments". If they err it is in being too refined with lines level and plumb.

The Celtic cross is often found with one arm longer than the other, the head with a decided tilt and the wheel somewhat oval, and other irregularities.

Sometimes, no doubt, this seeming carelessness resulted from using a modified spiral line in place of the usual rigid axis. The spiral is the line of life and growth.

Sales Letters, Etc.

(Continued from page 7)

Cutting a prospect off your list at the end of a few months (or even a year) might be as bad business as not attempting to approach him at all, since his financial condition might keep him from even considering a purchase for as long as a year or more. Therefore we must remind him from time to time—but spread

those periods out so that he will not become weary of our solicitations.

Plan of the Letter Campaign

(Example)

Oct. 1, 1929—Decease occurs.

Oct. 7, 1929—Letter No. 1 mailed (Letter of condolence).

Nov. 1, 1929—Letter No. 2 mailed (Letter on sentiment of marking graves).

Nov. 15, 1929—Letter No. 3 mailed (Continuing farther on sentiment of marking graves and mention yourself).

Dec. 15, 1929—Letter No. 4 mailed (Letter on service you offer).

Feb. 15, 1930—Letter No. 5 mailed (Your special Memorial design service).

April 15, 1930—Letter No. 6 mailed (Sales letter).

June 15, 1930—Letter No. 7 mailed (Sales letter).

Oct. 1, 1930—Letter No. 8 mailed ("One year ago letter").

Long before the completion of this campaign, of course, you will have ascertained the state of mind of the prospect. You will have called upon him in person shortly after letter No. 2 was mailed and if he has come to no decision, the campaign should continue. It will keep your name before him and sooner or later aid him to make up his mind and become favorable towards you. Naturally you must keep in touch with him personally—that goes without saying.

Letter No. 1

CONDOLENCE

Dear Mrs. Smith:

Words of sympathy and understanding from friends at such a time as this are often one's greatest source of strength and consolation.

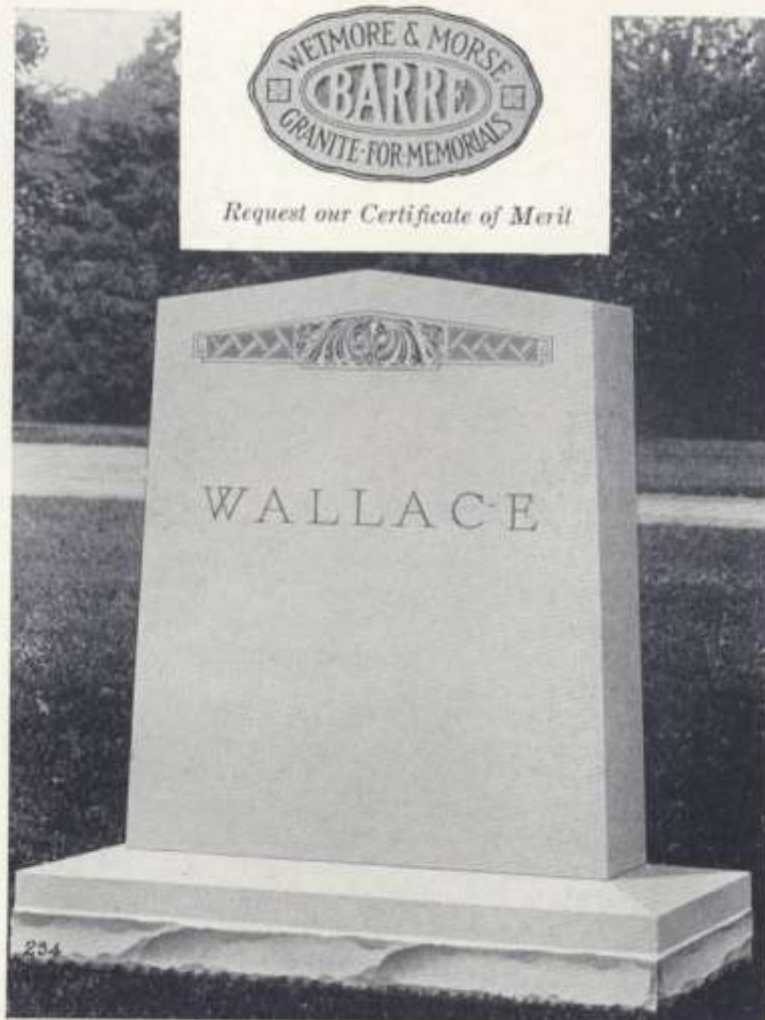
Please feel that our expressions of sympathy are sincere, and that while

Ask Your Barre Manufacturer!

—about Wetmore & Morse
Light Barre. We're willing to
rest our case on his experience. And surely no one
could give you a truer picture
of our produce than the Barre
manufacturers who buy it
—finish it and sell it.



Request our Certificate of Merit



Say you saw it in DESIGN HINTS

we may be perfect strangers to you, yet it in no degree lessens an understanding of your burden.

There are still many beautiful things to live for; beautiful things to remember; sentiments to respect.

Sincerely yours,
(Signature).

Thus in LETTER No. 1 we make our introduction, tactfully and understandingly, without bringing in rank commercialism, yet giving a hint in the final paragraph that there are "beautiful things to remember and sentiments to respect"—by setting up a fitting Memorial as you will later suggest.

LETTER NO. 2

(First suggestion on the sentiment of Memorials).

Dear Mrs. Smith:

Sentiment is one of the lovely things of Life. It brightens our days during periods of happiness and it brings a solace—precious beyond words—during periods of darkened sorrow.

And sentiment never rises to a loftier height or human character finds a more beautiful expression than when it marks the final resting place of those who meant so much to us in life.

A Memorial is a fitting tribute to life's greatest sentiment—LOVE—and to your conception of the finer things by which our lives are influenced.

Sincerely yours,
(Signature).

Thus LETTER No. 2 introduces the thought of Memorials without overly stressing the point or making it offensive in character. Most people would probably object to the thought that others were taking profit out of their grief. Hence, uncouth solicitations shortly after a death are apt to run into trouble. But if we can approach them from a tactful angle, we have a better chance of selling the idea that a Memorial is really needed and that they should consult you about it.

A word might be said here about the stationery, form of the

letter, etc. These letters can be sent out under your regular business stationery, typewritten and arranged as shown in PLATE 1.

Always be neat and accurate. Never send out a letter with smudges or misspelled words on it. The contrast is incongruous. We are trying to make these letters refined and of a superior kind. Don't ruin the effect with cheapness of any sort. Leave ample margins at the sides as demonstrated in PLATE 1. Never let your typewritten matter sprawl from one side of the page to the other. These letters are your messengers and people will judge you by them.

Some advantage may be gained by writing the first two of the series in long hand on regular social correspondence note paper as shown in PLATE II. Some of the most exclusive shops and establishments in large cities use the personal pen written letter today for important advertising messages. Such a mailing goes only to a selected list of course.

If you adopt this method, the important thing is to have it written legibly and in a good hand! Generally a good feminine hand is to be preferred over the more angular masculine hand. Write your brief note on the first and third pages as shown in PLATE II.

In this connection we are suggesting one additional form of a letter which has considerable merit and attention value. PLATES III and IV illustrate the plan at a glance. The outside of the flap as shown in PLATE III gives you a chance to print some short verse or sentiment appropriate to the subject. The inside of the flap when opened out (as shown in PLATE IV, offers ample opportunity to describe three or



Prompt Service *Plus* Quality

HAVE you lost any sales because you couldn't get delivery when needed, or because the memorials you show your prospect did not appeal to him? If you did you should tie up with United. You will find in United memorials a fastidious refinement that attracts the seeker of beauty. United also has the ability and the will to deliver your orders promptly.

UNITED GRANITE CO.,
ST. CLOUD, MINN.

Say you saw it in DESIGN HINTS

four good Memorial designs. Your regular letter would of course appear on the full size page planned for it.

Consult your printer on the plan and layout of such a letter. He will show you how to get it up. Your name, address, etc., will be printed on the large face just as ordinarily. Description of the memorial designs and their cuts will also be printed as well as the little sentiment on the flap. The letter part itself can be type-written, thus allowing a series to be prepared under the same general makeup.

Another suggestion is to get up such a letter on what is called "two-tone" paper. This paper is white on one side and delicately tinted with a color on the other. You could have the inside (where your regular message is) be in white and the back in a tint of blue, cream, or green. Thus the flap when folded over as shown in PLATE III would be in color and stand out in contrast against the white. The attention value is obvious.

*Copy for the outer flap as shown
in PLATE III*

*"He liveth long who loveth well!
All else is being flung away;
He liveth longest who can tell
Of true things truly done each day.*

*Sow love, and taste its fruitage pure;
Sow peace, and reap its harvests
bright;
Sow sunbeams on the rock and moor,
And find a harvest-home of light."*
Horatius Bonar.

Copy for the main letter.

Dear Mrs. Smith:

We would not attempt to approach you on this subject if we did not feel that you have already given much thought to the question of choosing a Memorial as a fitting tribute to the life which has meant so much to you.

It is truly a beautiful sentiment, worthy of the finer instincts that set our lives apart from coarser and cruder things.

However, choosing such a Memorial is far from an easy task and we shall be glad to volunteer our experience in consultation—if you care to discuss the matter. May we hasten to say that this will not obligate you, and you will not be annoyed with salesmen.

Our only purpose is to give you the information you want, answer the questions in your mind, and assist you in whatever way we can.

Our special service in the creation of designs and choosing of correct settings is of particular interest. May we tell you about it?

Sincerely yours,
(Signature).

This letter is quite frank as you see upon reading it. And yet we have tried to be tactful. Many people are afraid they will be assailed with high pressure salesmen if they answer an advertisement. Hence if we can assure them that we are anxious to *help* them we have won half the battle by winning their confidence. And don't forget that *helping* them is one of the best means of *selling* them.

Send such a letter in a large size No. 10 envelope, folding it only twice.

Next month we will continue with more sales letters to fit into the series outlined in this article.



The true rule, in determining to embrace or reject anything, is not whether it have any evil in it, but whether it have more of evil than of good. There are few things wholly evil or wholly good. Almost everything, especially of government policy, is an inseparable compound of the two, so that our best judgment of the preponderance between them is continually demanded.—A. Lincoln.

Your
Margin of
Safety
Is As
Broad
As Your
Choice.



You have the whole field of granite to select from when you sell a memorial or place an order. As a majority choice, we suggest Smith-Barre. It will give you a margin of safety so wide and so secure that you can guarantee lasting and permanent satisfaction—because we guarantee them to you. The Smith Certificate accompanies every order.

E. L. SMITH & CO.
BARRE, VERMONT



Say you saw it in DESIGN HINTS

Granite Chips

KIMBALL BROTHERS PUBLISH NEW FOLDER

We acknowledge with sincere thanks the receipt of a new folder published by Kimball Brothers Studios, 17 and P Streets, Lincoln, Nebraska, which is about the finest bit of printed matter we have seen for some time. The cover is of Aladdin stock and in Autumn shade. The pages are of dull finished enamel paper with a stippled surface which lends a very artistic and sketchy appearance to the half-tone cuts. The booklet is profusely illustrated with scenes of the Kimball Brothers new Studios and the reading matter is tastily arranged and very appropriate. The touch of the master craftsman is displayed throughout the entire folder and its artistic qualities and appropriateness show rare judgment in the preparation of the illustrations as well as the copy.

Fred Kimball has established a nation wide reputation as an artist, sculptor and designer of fine memorials and the booklet is a splendid example of the exquisite taste he shows in everything he prepares for his own firm or others. Their new studio building of Italian architecture is one of the most spacious and artistic in the United States. The show room is of ample size to display the large variety of granites in unique and original design.

The Kimball Brothers Studios are a credit to the industry and we rejoice with them in the success they have achieved.

A NEW DESIGN SERVICE

Ralph Sutton, well known designer of Urbana, Illinois, advises us in a letter that he has recently made arrangements whereby he will be able to do special design work for the trade. Mr. Sutton has handled the design work of the C. N. Clark & Co., of Urbana, and the S. P. Atkinson Monumental Co., of Champaign, Illinois, for several years.

Ralph is a skilled artist and is well able to take care of the needs of the craft for special design work. He has had several years experience in this field and is bound to succeed.



The accompanying pen sketch is a sample of his ability as a cartoonist. This was the only address shown on the envelope of the letter to us in which he announced his plans. We wish Ralph every success in his new venture.



NEW WHOLESALE FIRM INCORPORATED

Announcement was made August 9, of the incorporation of the Wm. M. Dodd and Son, Inc., a new wholesale monumental com-

(Please turn to page 24)

The Idea and It's Execution

The world's most beautiful creations in art and letters are not accidental. They do not just happen. Men of vision inspire; men of purpose build. The most beautiful memorial design does not portray the artist's meaning unless the workmanship is of a high order. Simmers' craftsmen apply sympathetic understanding and a broad knowledge of their trade to the creations of the designer. That's why all Simmers' memorials are near perfection.

A. M. SIMMERS & SONS

A. M. Simmers

A. W. Simmers

George Simmers

St. Cloud, Minn.



Say you saw it in DESIGN HINTS

SECRET SHRINES

Written for Design Hints by

Dr. Roy L. Smith

On a little island in the midst of a lake far up in the north woods of Minnesota lives an old Frenchman and his wife. Their little log cabin has stood back among the trees for more than 30 years during the last 15 of which the woman has never left the island.

From that little island has gone a splendid daughter, now a college graduate and young professional woman. But the old mother lives her life in solitude, never seeing any face besides her husband's except that of occasional trappers or fishers who sometimes happen by.

One such visitor by kindly word and gracious conversation won her confidence last summer and to him she extended an invitation seldom accorded to a stranger. He was invited to see the little grave "out on the point."

Following a winding trail through the underbrush they came to a little clearing under the birches, scarcely 10 feet square. In the midst of the little grassy plot was a tiny mound, surrounded with shells and at the head a crude wooden cross. A bottle filled with flowers stood at the foot of the little grave, very evidently having been placed there within an hour or less.

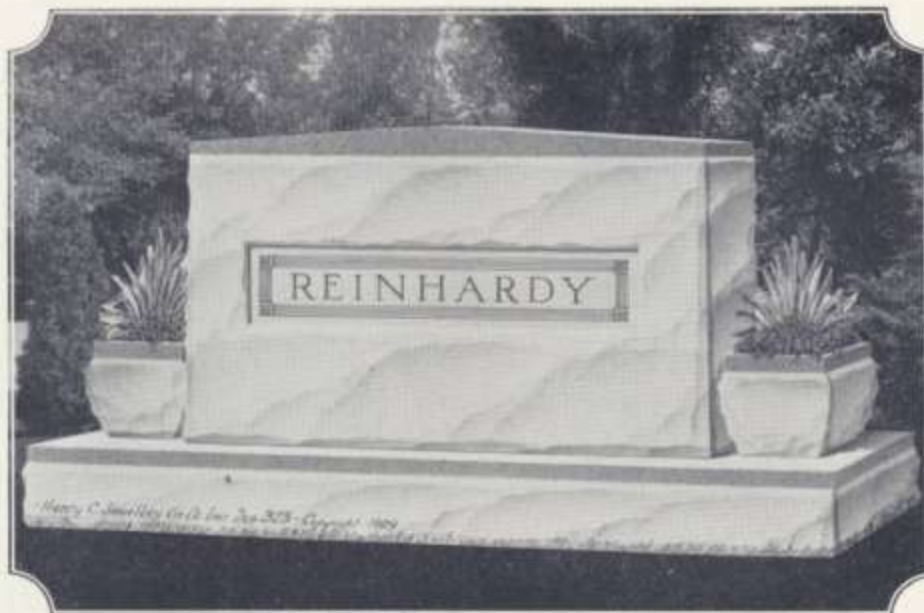
"Whose grave is it?" queried the visitor.

"Dunno," answered the woman. "Must be white child. Somebody's baby. Got none of mine now. Take good care of somebody's baby's grave. God bless her." And with that she devoutly made the sign of the cross.

A lonely French woman, for more than 30 years, had tended the little grave of the unknown white child and kept flowers fresh upon the little mound every morning. In her solitude she had made of this little grave a shrine.

The average man or woman is ashamed of his shrines. A little baby shoe, a lock of hair, a faded photograph or a little boy's school book. Many a mother climbs to the attic when all the children are in school and unlocks an old trunk or chest, there to worship at some little shrine.

How vastly better the world would be if we could understand the meaning of each other's shrines. How much more respect we would have for one another!



H. C. Smalley Gr. Co., Inc. Des. 373

Distinctive Design Creations For Beautiful Granites

That may be truly said of the Reinhardy design created by Smalley.

It shows Carbo margins and illustrates how this type of finish may be used with gripping appeal if the right granite is used and the proportion correct.

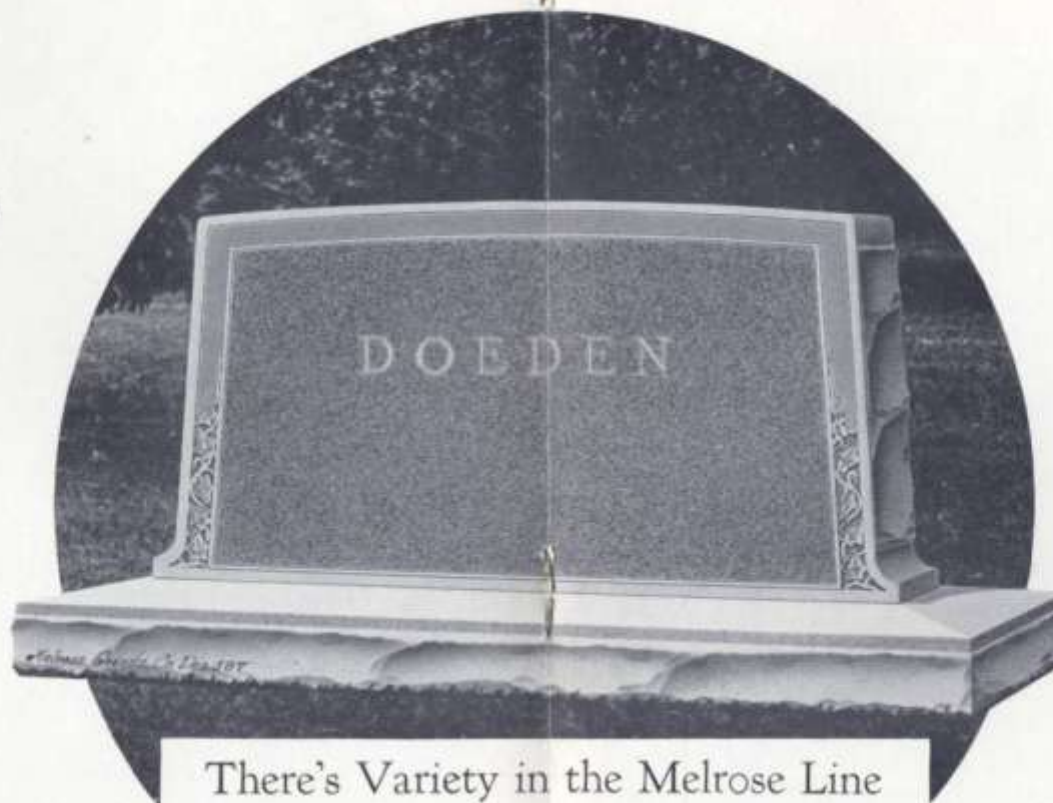
Smalley granites may be used most impressively on any number of beautiful conceptions, and the Reinhardy design is no exception to this rule. Ask for our sizes and prices in any of the following granites.

Royal Dark and Royal Blue-Gray from the Old
Souhegan Quarry, Pink and Red
Westerly Granites

Henry C. Smalley Granite Co., Inc.
64-84 Penn. St. Quincy Adams, Mass.

Say you saw it in DESIGN HINTS

Large Enough to
Take Care of
Your Greatest
Contract



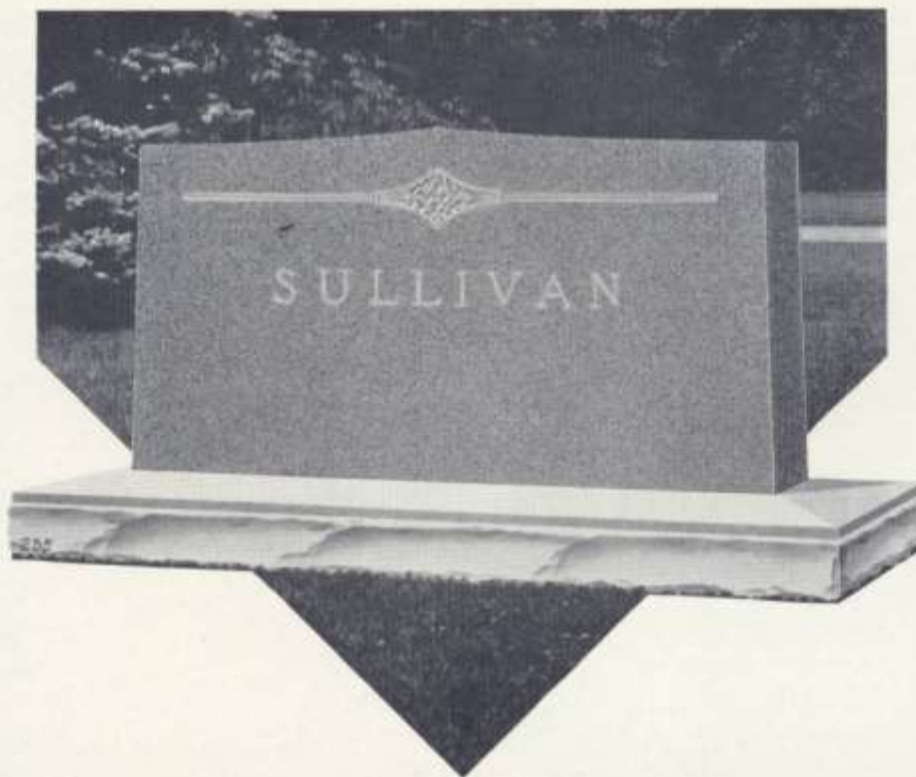
Not Too Large
to Consider
Your
Smallest Need

There's Variety in the Melrose Line

Melrose service is a complete service—complete from quarry to dealer. It includes designs, modern and artistic in every detail, from a marker to the most elaborate mausoleum. Whatever your preference in granite—Red St. Cloud, Gray St. Cloud or Melrose

Tapestry—Melrose has an unlimited supply in its own large quarries. Melrose craftsmen are chosen for their ability and experience. They have the finest and most up-to-date equipment at their disposal, to aid in their work of finishing attractive memorials.

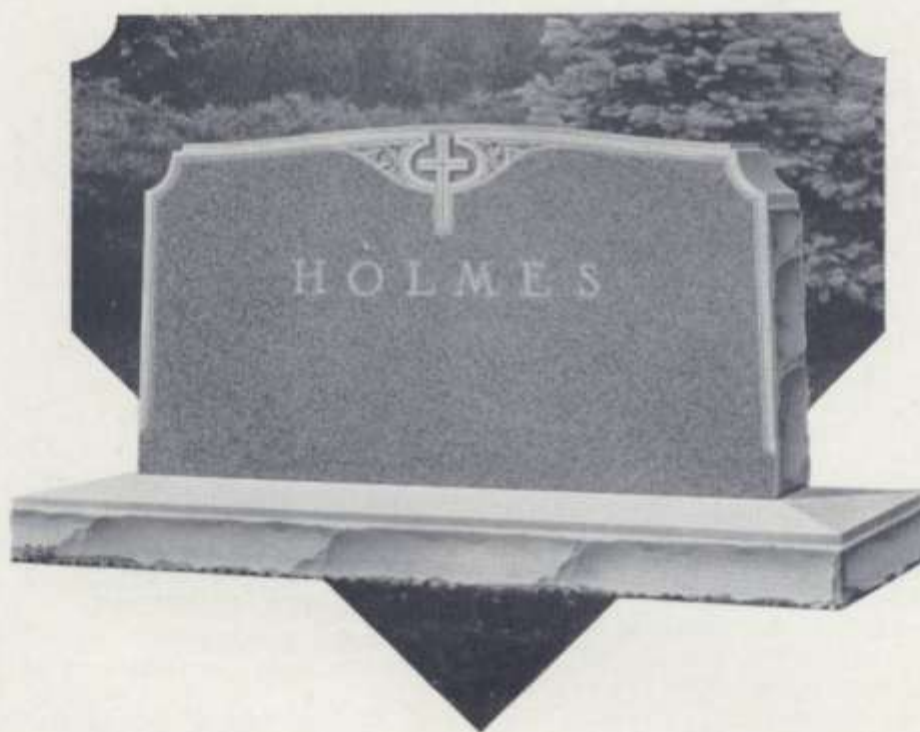
MELROSE GRANITE COMPANY
SAINT CLOUD, MINNESOTA



SULLIVAN

The Sullivan memorial is very attractive in its simplicity of contour and ornamentation. Some craftsmen insist on all polished bases with polished dies and while correct design demands such finish, many prefer the partly finished base because of lower manufacturing costs. Then again, very keen contrast between the two pieces is secured in such design and the appearance is not displeasing if the base is properly proportioned and the workmanship carefully executed.

Please write the manufacturers listed in Design Hints for Sizes and prices on the designs shown on pages 22 and 23



HOLMES

We believe the dealers who have a call for cross memorials will be favorably impressed with the Holmes design. The sinkage around the cross continues along the curved lines of the top on the front and ends, thereby creating an effect that is decidedly different, yet inexpensive. Note how prominent the cross appears in this plan, and also how carefully the ornament is designed to fit into the whole scheme without detracting from the central motif—the cross.

Beautiful 11x14 photographs of the designs shown on pages 22 and 23 will be furnished by Design Hints for 75c each.

Granite Chips

(Continued from page 16)

pany to operate with offices in Zanesville, Ohio. The incorporators are Stanley A. Dodd, Rose W. Dodd, and Attorney T. O. Crossan. Stanley Dodd is President and General Manager of the new company with offices in the Southard Building, North Fourth Street, Zanesville, Ohio.

TWIN BOYS. HURRAH!

An announcement was made at the convention of the arrival of husky twin boys in the home of Mr. and Mrs. Milo Doane of Sycamore, Illinois. Elliot and Allen are the names of the lucky boys. A. C. Doane, the proud grandfather, is all smiles over the happy event.

Design Hints extends best wishes to these new craftsmen with a sincere hope that they grow up to be as good, likable, and charming as their parents and grandparents.

PROMINENT MEMORIALIST ADOPTS MODERN ADVERTISING MEDIUM.

Mr. George B. Carufel of the Fargo Marble and Granite Company signed a contract August 27 with Broadcasting station WDAY of Fargo. A concise history of his firm, the materials used, quality of workmanship etc., will be given to the radio audiences each Monday and Friday evening.

Thinking about your troubles is wasting your time. Telling about them is wasting other people's time.

MOUNT BROTHERS

"Air Take-off Device" For Cemetery Lettering.



Device Pat. Sept. 22-25

DEALER COMMENTS

—Wonderful Invention!
—Paid for itself four times on just one job!
Most efficient means for Cemetery Lettering ever Invented!

Deemer Memorial Co.,
219 West Jefferson St.
Butler, Pa.
Sept. 12th, 1929.

Mount Bros., Memphis, Mo.—

We have received and are operating the Air-Take Off Device.

I have been engaged in the monument business for 42 years and have never before invested so small amount as \$30.00 for such a wonderful and efficient invention.

I am wondering why everyone engaged in this line of business does not have one.

Yours truly, P. H. Sechler.

A TRIAL WILL CONVINCE YOU.
Device fits spark-plug of any motor, no tank required. Guaranteed two years; 10 days trial.

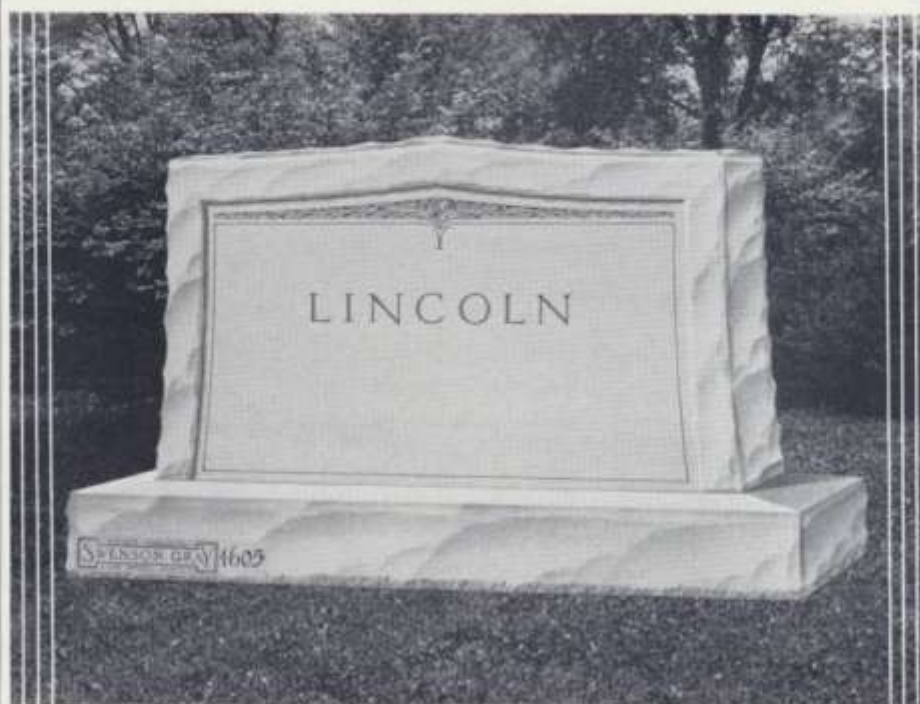
Be Sure to Specify Make of Car

Gentlemen: Enclosed is check or (send C. O. D.) for \$30.00. I will try the "Air Take-Off Device" for 10 days. If not satisfied, you are to return my money.

Make of Car _____
Name _____
Address _____

MOUNT BROTHERS

Memphis, Mo.



Request sizes and prices on this new design by Swenson.

Another Rustic Memorial With an Immediate, Yet Lasting Appeal

In offering the Lincoln as another type of Rustic design suggested as a means of bringing out the thorough beauty of **Swenson Gray**, it is done with the idea of showing a type that is not too large to be cumbersome, yet large enough to take its place among the very finest memorials and not suffer by comparison. Cut in **Swenson Gray** this design carries all the instinctive devotion and respect which man intended for his departed.

The John Swenson Granite Co.
Concord, New Hampshire

I. N. Strock, Baltic, Ohio; Fred Haslam, 4019 Kenwood Ave., Kansas City, Mo.

Say you saw it in DESIGN HINTS

You Still Have a Chance to Win \$100 For a Slogan.

Letters are arriving in every mail with suggestions for a slogan for St. Cloud Granite which was announced by the Times Publishing Company, St. Cloud, Minnesota, in the August issue of Design Hints. The closing date has not as yet been decided upon so we suggest that our readers take advantage of this offer and send a slogan either to the Times Publishing Company or Design Hints, St. Cloud, Minnesota.

Many very interesting slogans have already been received as well as some commendatory letters in connection with the matter. We were particularly impressed with one letter that was unsigned but post-marked Thomaston, Connecticut. We shall be pleased to have this dealer write us again giving us his name so that we can include his slogan in the list. The letter follows:

Mr. Dan. B. Haslam,
Capable Publisher of Design Hints
St. Cloud, Minnesota.

Dear Sir:

I am a very poor letter writer—so briefly, the less written the less affliction. Every copy of Design Hints from the very first issue has been most welcome because of the interesting and practical suggestions. Like a tube of Best shaving cream—open it and immediately you are pleased—use it as intended and the experience is beneficial personally as well as to those with whom you come in touch. It is the same with Design Hints' suggestions. Thank you for them. May they long continue.

I note in your current issue

you have devoted a full page to the request for a slogan and it is because of your broad, wholesome views that this hint for a slogan is sent to you. Although it is not expected a winner, it may suggest a hint and carry evidence of your kindly disposition to assist in extending the wishes of your contemporaries.

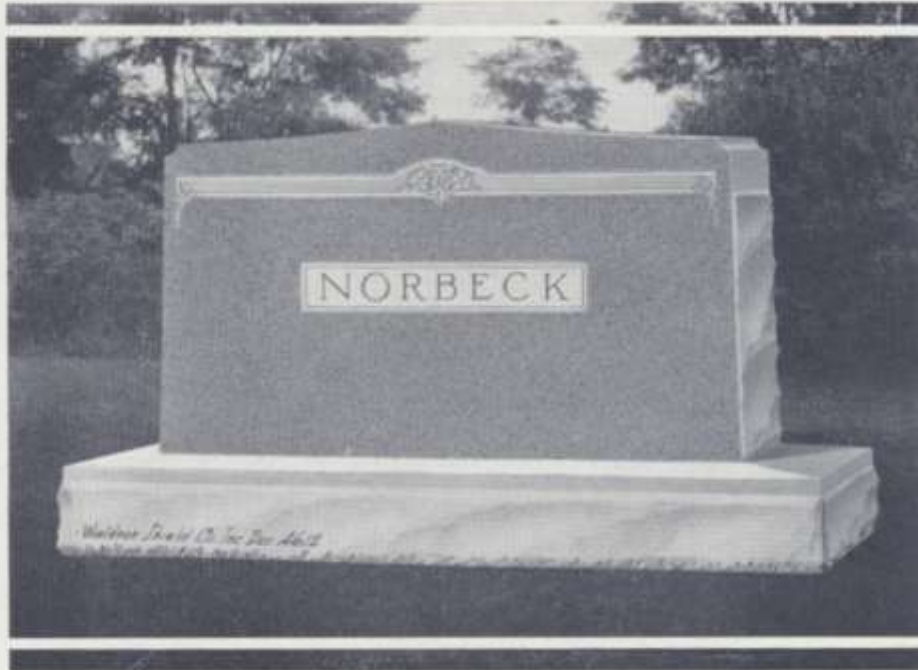
Thomaston, Connecticut.

We very much appreciate these words of commendation from our friend and if we are just half as good as he thinks we are we will have no occasion for worry regarding the future success of our efforts.

We are also pleased to announce the receipt of slogans from the following:

Frank J. Probst, Harrison, Ohio.
Lewis Smaniotto, Architect with
John M. Gessler's Sons
Philadelphia, Pa.
Mrs. Gordon H. Cook, Meaford,
Ontario, Canada.
James H. Gordon, Irvington, New
Jersey.
Dan Safford—care of S. Safford's
Sons, Paris, Illinois.
Robert F. Moore, Louisville, Ky.
Richard Thomas, Bordentown,
New Jersey.
Joseph Bowker, Bordentown, New
Jersey.
E. A. Hasemeyer, Tiffin, Ohio.
Charlotte A. Ernst, St. Paul, Min-
nesota.
C. H. Chitester, New Bethlehem,
Pennsylvania.
Edw. C. Cocagne, Vandalia, Ill.
John M. Thayer, Statesboro, Ga.
Mrs. H. H. Taylor, Carthage, Ill.
Thos. Orr, Richmond, Missouri.

We extend our best wishes to our readers for their success and also thank them for the interest shown in this contest.

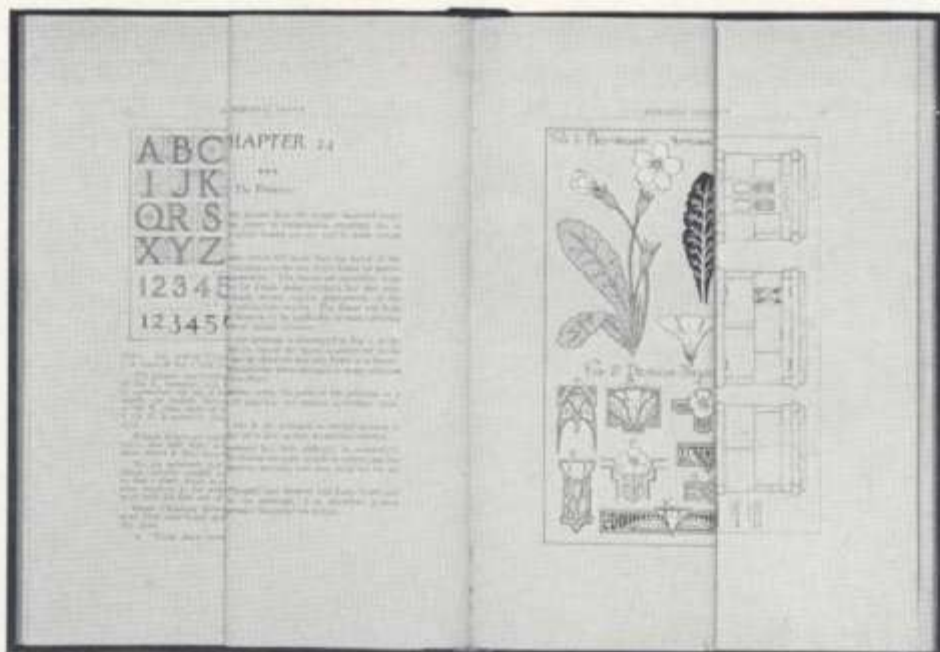


When you think of Barre,
think of
Waldron Shield Co., Inc.

—for it is the name of an organization that puts at your command everything you could wish for. Here are workmen trained to execute every technique of memorial craftsmanship—and at their disposal is the last word in mechanical equipment. Such an organization makes for economies in production and promptness in delivery. And backing all of this is a guarantee of quality that's tremendously reassuring.

WALDRON SHIELD CO., INC.
BARRE, VERMONT

Say you saw it in DESIGN HINTS



Only A Few Copies Left—Better Hurry

The most complete work of its kind ever published for the memorial industry.

Beautifully Bound ~ **58 Chapters** ~ **192 Pages**
as follows—

Lettering includes Plain Gothic forms and Spacing—Oval axed forms—Modern Roman forms and Spacing—English Gothic and Uncial letters.

Drawing covers Free-hand—Rendering in Wash—The making of Scaled Working Drawings—A Study of Rectangles—Correct Proportion.

Design of Ornament includes Hints on Design—Applied Ornament—The Grape-vine—Poppy—Oak and Ivy—Driftodil—Laurel—Daisy—Easter Lily—Rose—Poinsettia—Primrose—Wood Sorrel—Tulip

Perspective Drawing — Simple rules—Drawing memorials in perspective—Parallel Perspective—Short-cuts in perspective drawing—Drawing the Lot Enclosure in parallel perspective—The Memorial and Lot Enclosure in angular perspective—Angular Perspective without the use of vanishing points—A simple and quick method of enlarging drawings—Perspective Measurement.

Memorial Symbols.

Mausoleum Construction.

Historic Ornament—Egyptian—Greek (Parts 1 and 2)—Roman (1 and 2)—Early Christian—Byzantine—Celtic—Romanesque—Gothic (1, 2 and 3)—Renaissance (1 and 2)—Modern.

Greek Curves.

You need this book for your men in the shop, for your salesmen and for your own library.

Price \$10.00 Postpaid. Cash with order.

Dan. B. Haslam,
St. Cloud, - - - Minnesota

It Isn't Accidental

THE superlative finish found in Universal memorials is not accidental. It is the result of experience and skill. Only years of scientific experience in the art of designing and finishing can produce memorials of Universal quality. The first move towards absolute satisfaction is a tie-up with Universal memorials and service. Here you will find a plant manned and equipped to produce the kind of work that makes satisfied customers.

7

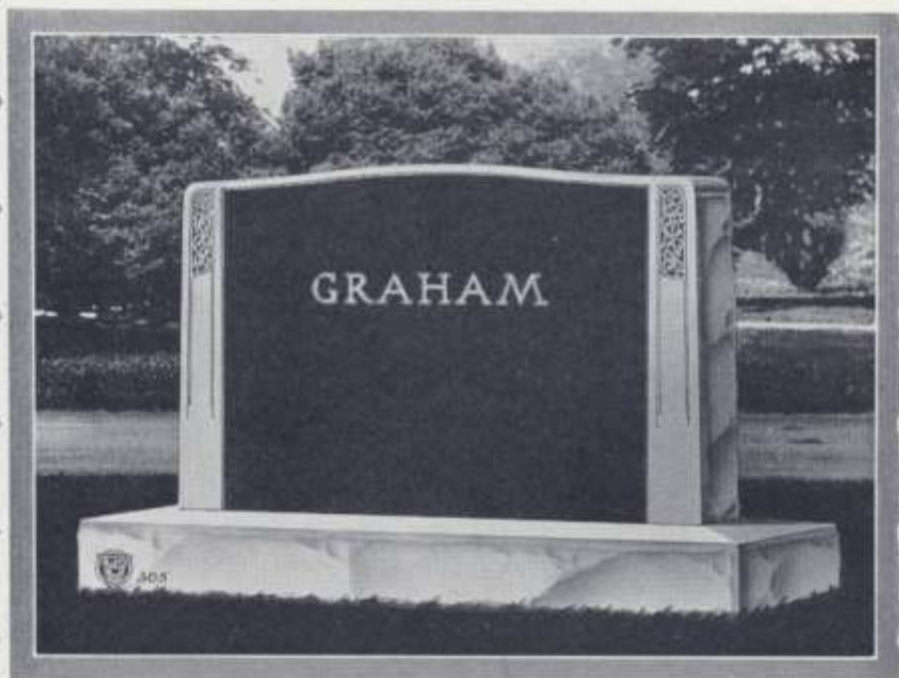
Universal Granite Co.

"THE HOUSE OF SEVEN BROTHERS"

St. Cloud, Minnesota

Rep.—Ill. Ind. Mich. Ohio
LOUIS C. ROEMER

7



Say you saw it in DESIGN HINTS

Going Modern

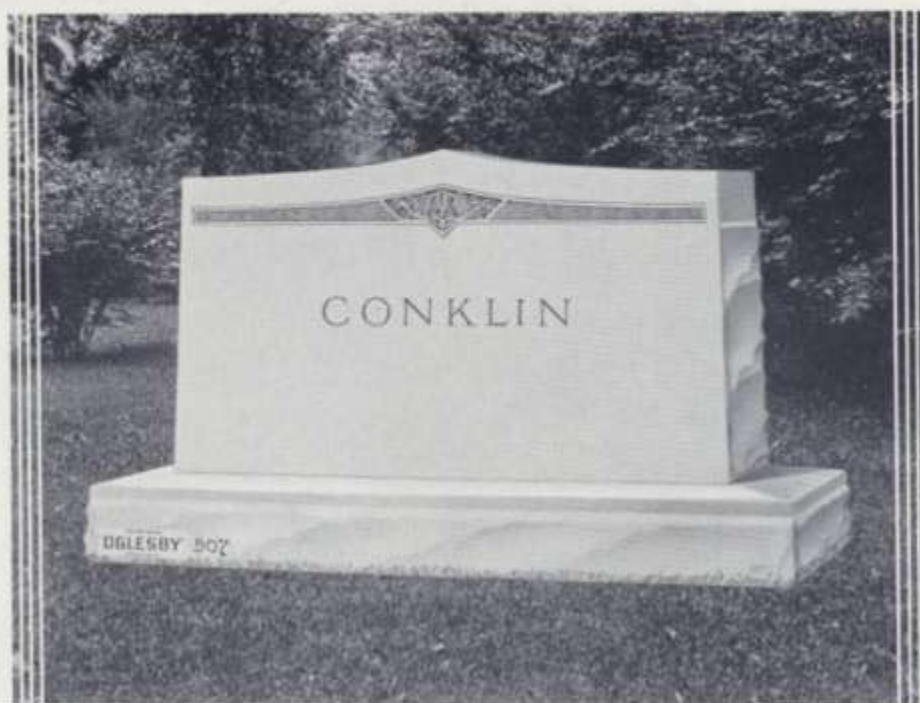
THE country has gone "modern", and the influence of modernism is felt not only in the design of the memorial but also in the selection of the granites. Modernism, with its gamut of colors, selects colorful granites. This is one of the reasons for the tremendous growth in the demand for Emeraltone. Add to this, modern design and superlative craftsmanship, and you'll know why forward-thinking dealers in all parts of the country are going "modern" with Emeraltone. If **you** are going "modern" write today for exclusive territory.

St. Cloud Granite Works

St. Cloud, Minn.



Say you saw it in DESIGN HINTS



AN UNUSUAL DESIGN FOR

TRADE MARK
BLUE "OGLESBY" GRANITE
REGISTERED

*Write today for
sizes and prices
on the Conklin
design — one of
our newest and
exclusive crea-
tions.*



OUR designing department takes a particular pride in its ability to conceive and execute unusual designs required to portray the exquisite qualities of our product. The success which has attended these original creative efforts is best attested by the repeated inquiries we are receiving for Blue Oglesby Designs and Granite.

Sawed Slabs, Polished Slabs, Rough Stock, Finished Memorials

OGLESBY GRANITE QUARRIERS
Elberton, Ga.

Say you saw it in DESIGN HINTS



The Glory That Belongs To The Shamrock

—is in a way credited to Rex Shamrock, at least from the standpoint of its beauty.

The Shamrock held a great religious significance among the early Christians of Ireland.

And today Rex Shamrock carries out a lofty ideal as a memorial material that lives up to the great dignity and the lasting devotion befitting this great industry.

Rex Granite Company
St. Cloud, Minn.

Say you saw it in DESIGN HINTS



Finished in Pirie's Dark Barre by Sierra Granite Co. of Barre, Vt. for the Benton Marble and Granite Works of Benton, Pa.

You're Right!
It's **PIRIE'S DARK BARRE**

Instantly you identify the McHenry memorial as one executed in Pirie's Dark Barre granite. Its color and texture and the contrast it affords stamp it as an ideal memorial granite.

J. K. PIRIE ESTATE

BARRE,



VERMONT

Say you saw it in DESIGN HINTS

SPECIALIZED ADVERTISING SERVICE *for the* MEMORIAL INDUSTRY

YEARS of observation have taught us that the only advertisers who get "value received" for the money they invest in advertising are those who give their advertising the attention and thought its importance to their success deserves.

Many firms in the memorial industry are not equipped to prepare and direct their advertising properly. For this reason we have built up a competent department to handle this business-building work.

Experienced design, advertising and sales counsel, a large printing establishment and a fully recognized advertising agency enable us to provide COMPLETE memorial merchandising service:—

DIRECT MAIL—letters, folders, booklets, house organs and catalogs for dealers' use with a proven plan for their effective and economical distribution.

NEWSPAPER ADVERTISEMENTS—that keep your name before the public. Prepared and placed in a way that insures their being read, at a low cost that makes them "pay".

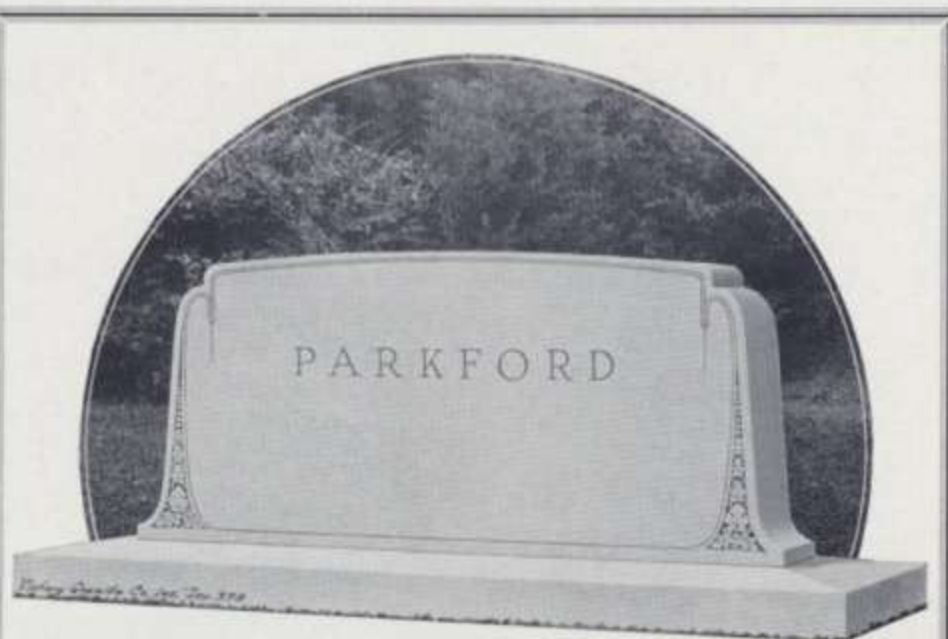
PRODUCERS BULLETINS—letters, folders, books and house organs that explain the design, production and delivery service quarriers and finishers offer to dealers.

NATIONAL ADVERTISING—prepared for manufacturers and associations by men who know how to make it most productive because of their understanding of successful memorial selling methods.

Properly used, advertising is a powerful tool for starting sales. If you will write us, describing your advertising problems, we will be glad to submit recommendations as to how your firm can use advertising profitably.

MEMORIAL ADVERTISING DIVISION
BLISS DESIGN COMPANY
ROCKFORD ILLINOIS

Say you saw it in DESIGN HINTS



VICTORY GR. CO. - NC., DES 121

In Ancient Rome

—men who distinguished themselves by their achievements were crowned with a laurel wreath denoting leadership in their lines of endeavor. In Victory memorials you will find the laurel wreath denoting advanced ideas in design, peerless craftsmanship and granites, exactly suited for memorial construction; in fact, leadership in the manufacture of fine memorials. We ask only an opportunity to prove our claim.

Victory Granite Company, Inc.

Designers and Manufacturers of Barre Memorials

Barre, Vermont

Say you saw it in DESIGN HINTS

PLAY SAFE! **By Using Our Guaranteed Tools**

We are manufacturers of Pneumatic tools including Surfacers, Frames and Heads, Polishing Machines, Surfacer Tooth Chisels, Bull Sets, Striking Hammers, Bush Hammers, Cutters Hand Hammers, in fact anything in the line of Granite Working Tools. We guarantee our Surfacer Tooth Chisel against breaking or jumping in the shank.

Write for our new catalogue.

Prompt Shipment Inquiries Solicited

Granite City Tool Co.,

Barre, Vt. St. Cloud, Minn.
Elberton, Ga.

Our Stock Sheets Aid Your Fall Sales

VARIETY OF DESIGNS
MANY KINDS
OF GRANITES
DIVERSITY OF COLORS
REAL WORTH-
SAVING DOLLARS

All in Our Warehouse

| | |
|------------------|--------------|
| Balmoral Red | Grecia Green |
| Emerald Pearl | Beers Red |
| Black Swede | Blue Pearl |
| Italian Statuary | |

A Postal Brings the Lists
Monuments-Dies-Tablets

Reduced Prices Quoted on Your
Special Sketches

Burton Preston & Co.

Mansfield, Ohio

Motor Equipment Reduces Toil and Increases Profits



MAKES 'EM HAPPY

Cranes, Hoists and Derricks
make play of work. Ask
the men who use
them

DRIVING POWER

is needed to keep bulky machinery
in profitable motion. We speciali-
ze in motorized equip-
ment for the granite
industry

**GRANITE CITY IRON
WORKS**

St. Cloud, Minn.

**GRANITE CITY ELECTRIC
COMPANY**

St. Cloud, Minn.

Overhead Cranes Reduce Overhead Costs

Say you saw it in DESIGN HINTS



Red
S
U
P
E
R
I
O
R
Gray

THE Superior line of Red and Gray granites retains the same high standard of flawless perfection as it has in the years of the past. The retailers of the country know that in Granite City memorials they find granite free from imperfections and workmanship that is exacting and faithful to the designer's conception. We are ready to serve you and invite your inquiry.

Granite City Granite Co.

The Ahlgrens
St. Cloud, Minn.

REPRESENTATIVES

R. G. KOCH, 316 E 51st St., Kansas City, Mo.
O. A. RAIRDON, Box 423, Bellefontaine, Ohio
C. H. GRUNEWALD, 314 Eitel Bldg., Seattle, Washington

Say you saw it in DESIGN HINTS

Take the Guesswork out of Carving

Spotlight illumination avoids shadows. Our Curtain is durably constructed of rubber and steel. No re-banking of large dies. Quick accessibility by the travelling panel. Increases Speed of Carving.



SQUARE SHOOTER CURTAIN.

Panel shown in central position. Standard size 5' 9" Wide size 7' 6"

Over 900 in service
Some of the users:-
Anderson-Friberg,
Barre, Vt., Cross
Bros., Northfield,
Royal Granite Co.,
St. Cloud, Birk-
meier Mem. Co.,
Ft. Wayne, Ind.,
Carroll & Co., Pen
Coyd, Pa., Leaman
Gr. Co., Montclair,

N. J., Otto Reich Co., Chicago, Schaeffer
Mon. Co., Milwaukee.

Get our catalog on the most modern and complete
line of Sand blast and Dust Arrester equipment.

Ruemelin Mfg. Co.,

598 Clinton St.
MILWAUKEE, WIS

FOR OUR Boltless Surfacers Bush Chisel

It Is Important

that the cuts and key properly fit
the chisel.

Satisfactory Results

can be guaranteed only when
the new cuts and key are
furnished by us. They will
fit as well as the original set.

Trow & Holden Co.
Barre, Vermont

St. Cloud Iron Works Co.

St. Cloud, Minnesota

Manufacturers of



**Jenny Lind
Stone Polishers
Shot Wheels
Emery Wheels
Surfacers Frames**

Agents for

**Dallett Products
Pneumatic Tools
Stainless Glue
Putty Powder**



GLOBE H. C. CHILLED SHOT

For sawing, cutting and polish-
ing Granite, Marble and
other hard stone

BEST BY EVERY TEST

Special treatments for strength
and durability render it 35 to 40
per cent more efficient in length
of service and cutting capacity
than the ordinary cast-iron low
priced shot. Its maintained uni-
formity and quality insures satis-
faction at all times.

Manufactured by

The Globe Steel Abrasive Co.

Mansfield, Ohio.

Write for Samples.

Say you saw it in DESIGN HINTS



DESIGNED AND MANUFACTURED BY GREWE GRANITE CO.

"A Credit to the Cemetery"

The most beautiful monument thus far to have been placed in the local cemetery was erected by the Grewe Granite Company of East St. Cloud on the A. C. Grewe lot in the Sauk Rapids Cemetery.

The Grewe monument is not only a great credit to the cemetery but is a most fitting remembrance to the loved one in whose honor it has been placed as a memorial.

Editor, Sauk Rapids Sentinel

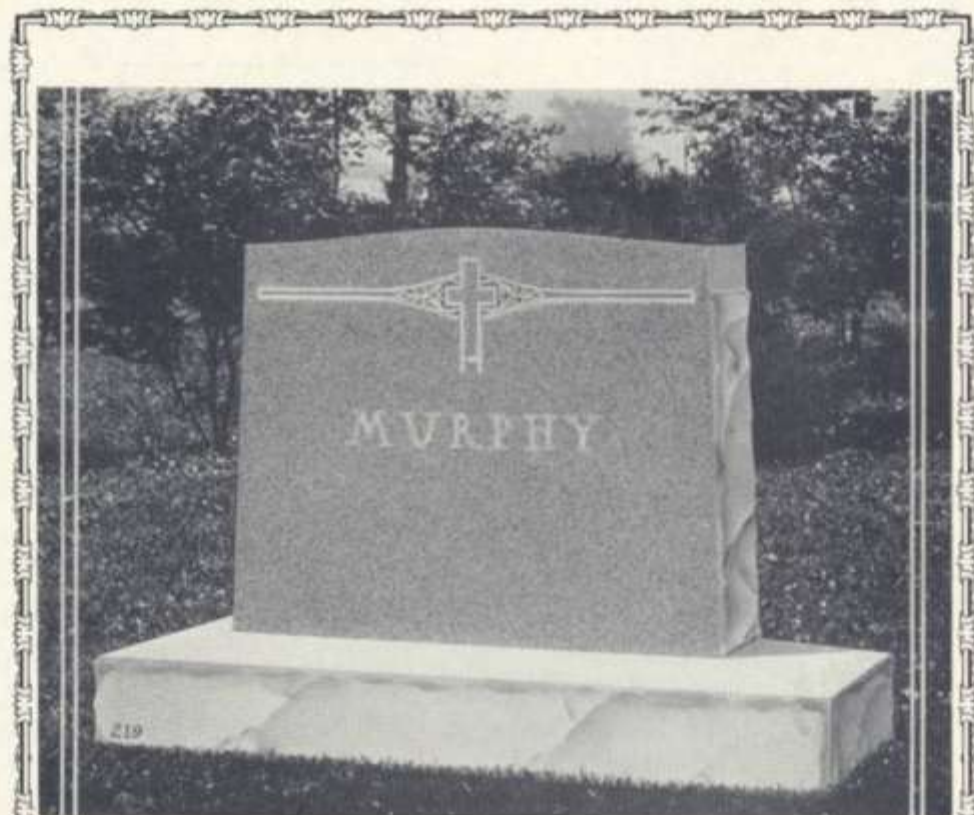
GREWE RED - GRAY - STERLING MAHOGANY

Grewe Granite Company

WHOLESALE EXCLUSIVELY

St. Cloud, Minnesota

Say you saw it in DESIGN HINTS



Careful inspection of granite from its own quarry played a large part in winning for the Dakota Granite Works' product its distinguished name.

"THE BEST IN MAHOGANY"

Its beauty is an established fact throughout the memorial industry whether the finish is axed or polished.



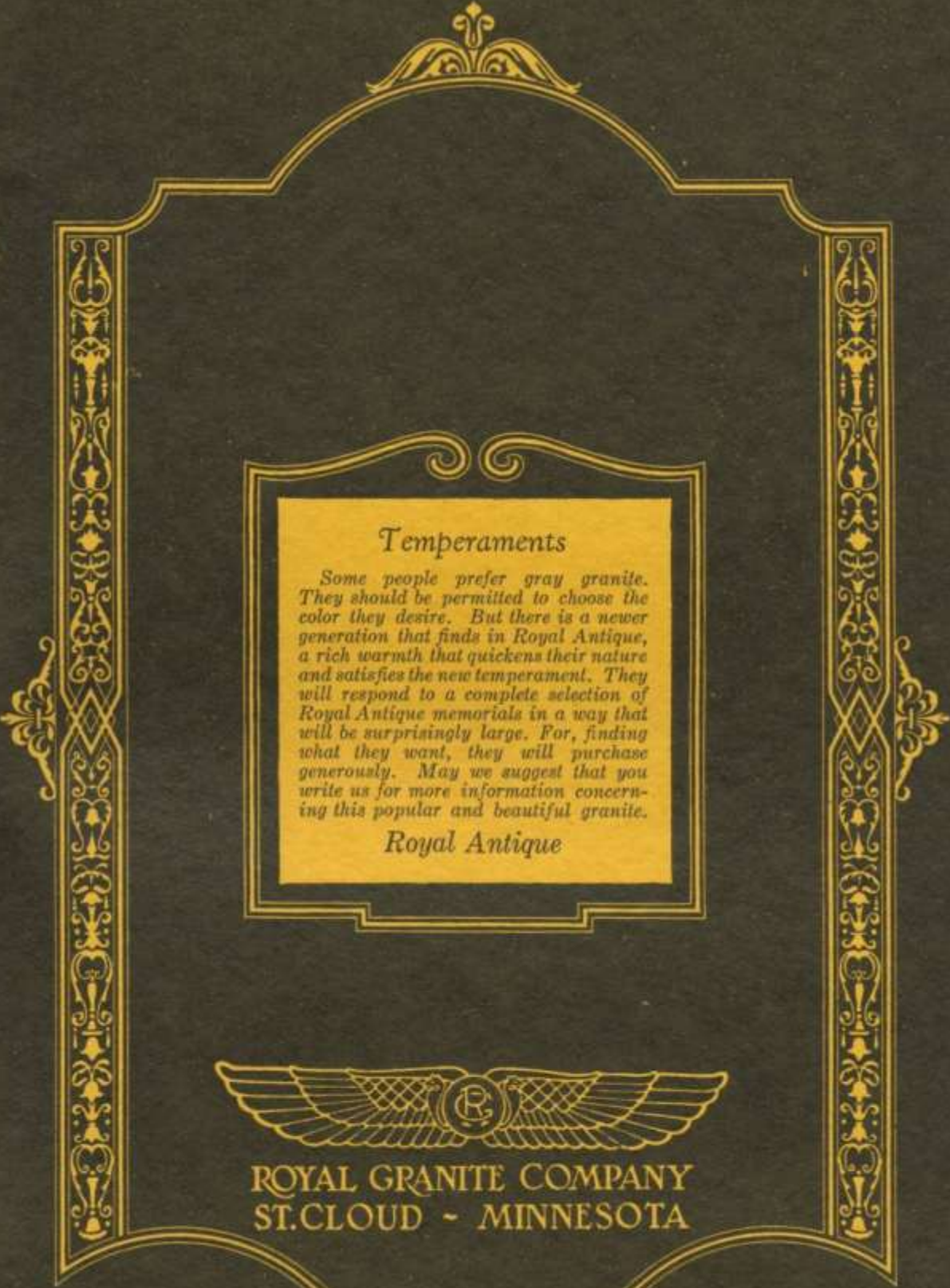
Dakota Granite Works

Milbank,



So. Dakota

Say you saw it in DESIGN HINTS



Temperaments

Some people prefer gray granite. They should be permitted to choose the color they desire. But there is a newer generation that finds in Royal Antique, a rich warmth that quickens their nature and satisfies the new temperament. They will respond to a complete selection of Royal Antique memorials in a way that will be surprisingly large. For, finding what they want, they will purchase generously. May we suggest that you write us for more information concerning this popular and beautiful granite.

Royal Antique



ROYAL GRANITE COMPANY
ST. CLOUD - MINNESOTA

IN EVERY INDUSTRY THERE IS A NAME GROWN GREAT BECAUSE OF THE QUALITIES FOR WHICH IT STANDS. BEHIND **Rock of Ages** LIE YEARS OF HARD WORK—YEARS OF PROMISES THAT HAVE BEEN MADE AND KEPT—YEARS OF SELLING THE SPIRIT OF FINER MEMORIES TO THE AMERICAN PEOPLE. AND TODAY AND TOMORROW WITH IDEAS THAT ARE NEW AND MESSAGES ATTUNED TO THE EVER CHANGING MOOD OF LIFE, **Rock of Ages** WILL CONTINUE TO MAKE ITS GRANITE A TREMENDOUS ASSET TO THE INDUSTRY.



"THE DISTINCTIVE BARRE GRANITE"



Rock of Ages Corporation
Barre, Vermont